

Message Text

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12

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TAGS: BEXP, TW

SBUJECT: CABLE REPORT MARITIME-USA

(1) MARITIME-USA

(2) USTC, TAIPEI, SEPT. 23-27, 1974

(3) 22

(4) \$526,500.00

(5) \$20,470,000.00

(A) \$10,915,000.00

(B) \$9,555,000.00

(6) 9

(7) 7

(8) 24

(9) N.A.

(10) 2210, TENTATIVE

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(11) THE 22 EXHIBITORS REPORTED THAT THEIR PRIMARY OBJECTIVE FOR PARTICIPATION IN THE EXHIBITION WAS ACHIEVED. TYPICAL COMMENTS EXPRESSED BY SATISFIED PARTICIPANTS ARE AS FOLLOWS:

ITT MACKAY MARINE

"FIRST OPPORTUNITY FOR SIGNIFICANT PRODUCT EXPOSURE TO COMMERCIAL AND MILITARY MARKETS."

GENERAL ELECTRIC CO.

"MANY IMPORTANT NEW BUSINESS CONTACTS MADE AND OLD CONTACTS RENEWED."

MORROW ELECTRONIC, INC.

"BECAUSE OF THIS TRADE EXHIBITION OUR FIRM EXPECTS A SUBSTANTIAL AMOUNT OF BUSINESS IN THE FUTURE; STARTING IMMEDIATELY."

CATERPILLAR TRACTOR CO.

"IF A SIMILAR SHOW WERE HELD IN KAOHSIUNG, CATERPILLAR WOULD PARTICIPATE TO CONTACT THE NUMEROUS FISHERMEN IN SOUTHERN TAIWAN."

(12) A SPECIAL SHOWING ON THURSDAY BETWEEN 0900 AND 1000 HOURS WAS ARRANGED FOR VICE ADMIRAL MOU PING-CHAO, COMMANDER, LOGISTICS COMMAND, CHINESE NAVY AND 35 STAFF TECHNICIANS TO VIEW THE EXHIBITION BEFORE IT OPENED TO THE BUSINESS COMMUNITY. THE EXHIBITORS WERE PLEASED WITH THIS PRIVATE SHOWING AND WERE OPTIMISTIC THAT FUTURE BUSINESS WILL RESULT FROM THEIR CONTACTS.

AT 1500 HOURS THE SAME DAY ADMIRAL SUNG CHANG-CHIH, COMMANDER UNCLASSIFIED

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IN CHIEF, CHINESE NAVY ACCOMPANIED BY 4 HIGH LEVEL OFFICERS WAS ESCORTED THROUGH THE EXHIBITION. THE COMMANDER VIEWED ALL EXHIBITS DURING THE ONE HOUR AND FIFTEEN MINUTES TOUR AND WAS PARTICULARLY INTERESTED IN THE EXHIBITS RELATING TO WATER PURIFICATION, ELECTRONICS AND PROPULSION.

ADM. SUNG AND VADM. MOU WERE TAKEN INTO THE T.C. COMMERCIAL LIBRARY TO VIEW THE NEW VISUAL SEARCH MICROFILM FILE (VSMF).

THEY WERE IMPRESSED WITH THE LARGE NUMBER OF AMERICAN MANUFACTURERS LISTED IN THE FILE AND THE BROAD RANGE OF PRODUCTS WITH DETAILED SPECIFICATIONS AVAILABLE. THEY PLAN TO HAVE THEIR STAFF CONSULT WITH THE LIBRARIAN IN THE FUTURE AS THEY SEARCH FOR NAVAL EQUIPMENT AND U.S. SUPPLIERS.

THE POST FEELS MARITIME USA HIGHLY SUCCESSFUL CONSIDERING THE IMMEDIATE SALES ACCOMPLISHED, THE NUMBER OF AGENTS APPOINTED AND THE 1630 SALES LEADS GENERATED DURING THE EXHIBITION.

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